

Research Recovery Re-scaling

Industry Webinar Seminars
Presented by

The Dick Pope Sr. Institute for Tourism Studies



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Institute for Tourism Studies

UCF Rosen College of Hospitality Management's Dick Pope Sr. Institute for Tourism Studies conducted a study to understand the impact of Covid-19 on US travel intentions. Data collection was done across the country and completed in the last week of May 2020. The findings provide insights about the travel desire of US travelers in the next twelve months. This study has three pivotal goals:

1. Determine the travel desire and preferences of US travelers in the next twelve months;
2. Rank these travel preferences; and
3. Provide recommendations to assist in the industry's recovery

The Institute will share this information with our industry partners in our next industry webinar. This industry webinar discusses differences among US regions travel intentions, demographic purpose of visits, and drivers of travel intentions. The webinar will share current research-based information and perspectives, which could potentially impact the tourism and hospitality industry.

Date: Wednesday, June 10, 2020

Time: 10:00AM ET

Presenters:

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Please click the link to access the Research Seminar: <https://ucf.zoom.us/j/98712849264>

Research conducted with the collaboration of Dr. Xiaoxiao Fu, Dr. Jorge Ridderstaat and Steve Schmidt.